News Release -- For Immediate Release

Lake Book Manufacturing Simplifies the Complexities of High-End Color with SpotOn!

-- Four Years Later, Leading Book Manufacturer Still Relies Upon SpotOn! for Color Quality and Consistency --

PORTLAND, OREGON – September 27, 2012 -- SpotOn!™ Press announced today that their customers continue to demonstrate superior color and consistency using SpotOn! software. To demonstrate the point, the company presented the story of Lake Book Manufacturing, a customer that first acquired the color calibration software four years ago. Lake Book (LBM) prides itself on producing pinnacle quality and book-to-book consistency that surpasses each and every customer's expectations.

According to Paul Genovese, Vice President of Technology, LBM uses SpotOn! to not only identify color issues, but to continuously trouble shoot to ensure consistency and meet customer expectations. The latest and greatest SpotOn! tool, Verify, will be exhibited in the Color Management booth (#353) as a new product introduction at Graph Expo (Chicago, October 7-10). For more information, go to www.spotonpress.com.

From the Press Trenches

 "We've had instances where the on-press tools have showed everything is fine, but we can clearly see that it isn't. We check the *SpotOn!* control strip and we can quickly get access to the data we need to fix the problem," notes Genovese. "One of the most impacting features of *SpotOn!,* and the primary reason we purchased it, was how easy it is to use and teach to our staffers. *SpotOn!* takes a process that can be very complex and makes it a very quick and easy process. What *SpotOn!* displays makes sense to the people working with the proofs and press."

Quality is Job 1

With quality at the top of their production focus, Lake Book had always accepted that standard press manufacturer color tools were their best option, yet they always strived for better. "We realized we were missing something that would help us do a better job in managing our color," adds Genovese. "We saw *SpotOn!* at an industry event and we were immediately interested in seeing how we could integrate it into our proofing and printing process. We scan all internal proofs, and proofs provided by customers and other vendors. This scan immediately tells us if the proof is within spec."

Prior to using *SpotOn!,* employees would have to manually scan patches and "eye it" to determine whether the proof was in spec. "The process was totally subjective before. Now it is scientific and the data is both reliable and easy to interpret," adds Paul.

Four years later, *SpotOn!* is still a vital part of managing their presses. "We measure every side of every form and historically track that data. We have been able to build a database and pull trending reports. With these reports we can see if something is trending out of spec and fix it before it becomes a production issue. Prior to *SpotOn!* it was common to push the presses until there was an obvious problem and then it would just hit you and we would have to stop. Now, we can do maintenance when the data shows us what is happening on press over time," he adds.

About Lake Book

Lake Book Manufacturing has been providing state of the art book manufacturing to the publication community across five decades. Lake Book's history and experience allows them to provide the most complete and comprehensive service to the book publishing community. By constantly evaluating and implementing new technology into their manufacturing processes, the industry leader is able to deliver the highest level of service and quality books in their market.

Based in Melrose Park, Illinois, the company manufactures just about every conceivable publication, from popular novels to high-end coffee table books, and everything in between. Lake Book provides an entire line of services for producing books from conception to delivery, and supports a wide range of design styles, colors, page counts, trim sizes, and binding styles. Their innovative programs are ideal for customers of all needs including adult and juvenile trade, school and library, book club, religious trade, and much more. For more information, go to www.lakebook.com.

About SpotOn! Press

SpotOn! Press, LLC is a software developer for the printing industry and professionals dealing with printed materials. Bruce Bayne, founder of SpotOn! Press, has over 35 years in the printing industry and is a GRACoL Certified Process Control Expert. Bayne specializes in color management, prepress, workflow, hardware and software solutions and uses this experience to create unique and valuable software tools. SpotOn! is a suite of calibration and process control software tools for any printed material. Printers and consultants use SpotOn! to calibrate presses using the G7® method. Grand format printers, prepress, ad agencies, designers, and photographers use SpotOn! tools to verify prints are within tolerance to specifications. SpotOn! Press is headquartered in Portland, Oregon and has dealers across North America. Learn more at www.spotonpress.com.

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